CLICK-THROUGH RE-RANKING OF IMAGES AND OTHER DATA

ABSTRACT OF THE DISCLOSURE

[0071]   A method and apparatus using feedback obtained by user clicks and the position of the clicked images in the search result to determine user preferences for data that best satisfies particular queries. User click information is tracked to determine which images users click on for particular queries. This information is used to update and improve future query results. The described embodiment determines a user preference score for each image that is clicked for a given query. The placement of a clicked image in the search results is considered when computing the image/query score.